device for transmitting information to a remote site, and an output device for displaying a television program, said method comprising the steps of:

displaying said television program at said output device;

inputting a command at said input device;

communicating, from said receiver station to said transmitter station, an event signal based on said command inputted at said receiver station;

transmitting, from said transmitter station to said receiver station, operating instructions associated with said programming, in response to said event signal communicated from said receiver station;

one of programming and reprogramming, on the basis of said transmitted operating instructions, said receiver station to respond in a predetermined fashion to said processor control signal;

receiving, at said receiver station, said processor control signal;

processing, at said receiver station, said processor control signal; and

causing said receiver station to receive and output said programming in accordance with said processor control signal.

44. (New Claim) The method of claim 43, wherein said command is a subscriber reaction to said television program.

45. (New Claim) The method of claim 43, wherein said event signal communicated from said station comprises a customer order for said programming.

46. (New Claim) The method of claim 43, wherein said received and processed processor control signal is an instruct-to-tune signal that causes a receiver to receive a selected transmission.

47. (New Claim) The method of claim 43, wherein said received and processed processor control signal is an instruct-to-activate signal that controls a switch or inputs power to an apparatus.

G1 Cont.

Sub H-7

48. ~~(New Claim) The method of claim 43, wherein said received and~~ processed processor control signal ~~is an~~ instruct-to-enable signal that causes a ~~transfer device to transfer a signal to an output device.~~

49. (New Claim) The method of claim 43, wherein said received and processed processor control signal is an instruct-how-to-decrypt signal that controls a decryptor.

50. (New Claim) The method of claim 43, wherein said received and processed processor control signal is an instruct-to-coordinate signal that coordinates a multimedia presentation.

Sub H-8

51. ~~(New Claim) The method of claim 43, wherein said received and~~ processed processor ~~control~~ signal is an instruct-to-generate signal that generates ~~information that supplements said programming.~~

52. ~~(New Claim)~~ The method of claim 43, wherein said received and processed processor control signal is an instruct-to-generate signal that generates ~~information that completes said programming.~~

G1 Cont.

53. (New Claim) A method of delivering television programming to a subscriber in a communications network, said network comprising a transmitter station and a receiver station, said transmitter station being capable of communicating a processor control signal associated with said television programming, said receiver station comprising an input device for inputting subscriber information, a processor for storing and processing subscriber data in response to said processor control signal, a communications device for transmitting information to a remote site, and a television monitor for displaying a television program, said method comprising the steps of:

displaying said television program at said television monitor;

inputting at said input device a subscriber reaction to said television program;

communicating from said receiver station a datum of one of:

(1) a customer order for said television programming;

(2) an identification of said television programming, said television programming being associated with said television program;

(3) a viewership statistic; and

(4) a query for information related to a portfolio of subscriber data;

receiving, at said receiver station, operating instructions associated with said television programming in response to said inputted subscriber reaction;

storing, at said receiver station, said operating instructions; and

controlling, in accordance with said operating instructions, said receiver station to receive and output one of said television programming and information that is associated with said television programming.

54. (New Claim) The method of claim 53, wherein said received and processed processor control signal is an instruct-to-tune signal that causes a receiver to receive a selected transmission.

55. (New Claim) The method of claim 53, wherein said received and processed processor control signal is an instruct-to-activate signal that controls a switch or inputs power to an apparatus.

56. (New Claim) The method of claim 53, wherein said received and processed processor control signal is an instruct-to-enable signal that causes a transfer device to transfer a signal to an output device.

57. (New Claim) The method of claim 53, wherein said received and processed processor control signal is an instruct-how-to-decrypt signal that controls a decryptor.

58. (New Claim) The method of claim 53, wherein said received and processed processor control signal is an instruct-to-coordinate signal that coordinates a multimedia presentation.

59. (New Claim) The method of claim 53, wherein said information supplements said television programming and said received and processed

processor control signal is an instruct-to-generate signal that generates said information.

60. (New Claim) The method of claim 53, wherein said information completes said television programming and said received and processed processor control signal is an instruct-to-generate signal that generates said information.

61. (New Claim) The method of claim 43, wherein programming is associated with said television program and said event signal communicated from said station comprises an identification of said programming.

62. (New Claim) The method of claim 43, wherein said event signal communicated from said station comprises a viewership statistic.

63. (New Claim) The method of claim 43, wherein said event signal communicated from said station comprises a query for information related to a portfolio of subscriber data.

64. (New Claim) A method of providing a function to a receiver station from at least one remote data source, said function for use at the receiver station in at least one of receiving and presenting at least one of (i) television programming and (ii) information that does one of completes and supplements said television programming, said method comprising the steps of:

storing, at said at least one remote data source, data that is to be used as a basis for said information that does said one of completes and supplements said television programming;

receiving, from said receiver station, at said at least one remote data source, a query for one of (i) a function associated with said television programming and (ii) said data;

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transmitting, from said at least one remote data source to said receiver station, in response to said step of receiving, an instruct signal which is effective at said receiver station to cause said receiver station to store operating instructions at a storage device that is associated with a processor;

transmitting, from said at least one remote data source to said receiver station, a signal which controls said receiver station to process said operating instructions.

65. (New Claim) A method of controlling a remote intermediate data transmitter station to communicate data to at least one receiver station, with said remote transmitter station including (i) one of a broadcast transmitter and a cablecast transmitter for transmitting at least one instruct signal which is effective at said at least one receiver station to instruct one of a first computer and a processor to store operating instructions associated with at least one of a television program and a television commercial; (ii) a plurality of selective transfer devices, each operatively connected to said transmitter for communicating said data; (iii) a data receiver for receiving information from at least one origination transmitter station; (iv) a control signal detector; and (v) one of a controller and a second computer capable of controlling at least one of said plurality of selective transfer devices, said remote transmitter station adapted to

(i) detect the presence of at least one control signal , said at least one control signal operating at said remote intermediate data transmitter station to control communication of said at least one instruct signal, (ii) to control the communication of said at least one instruct signal in response to said detected at least one control signal, and (iii) to deliver at said one of said broadcast transmitter and said cablecast transmitter said at least one instruct signal, said method comprising the steps of:

(1) receiving said at least one instruct signal at said at least one origination transmitter station ;

(2) delivering said at least one instruct signal to at least one origination transmitter;

(3) receiving said at least one control signal at said at least one origination transmitter station; and

(4) delivering said at least one control signal to said at least one origination transmitter before a specific time.

66. (New Claim) The method of claim 65, further comprising the step of embedding a specific one of said at least one control signal in one of (i) said at least one instruct signal and (ii) an information transmission containing said at least one instruct signal before transmitting said at least one instruct signal to said remote intermediate data transmitter station.

67. (New Claim) The method of claim 65, wherein said specific time is a scheduled time of transmitting one of said at least one instruct signal and information associated with said at least one instruct signal from said remote intermediate data transmitter station, and said at least one control signal is

effective at said remote intermediate data transmitter station to control said at least one of said plurality of selective transfer devices at different times.

68. (New Claim) A method of controlling at least one of a plurality of receiver stations, each of which (i) includes a mass medium program receiver for receiving a mass medium program which comprises audio, a signal detector, and at least one of a computer and a processor, (ii) is adapted to detect the presence of at least one control signal that does at least one of (a) selects and (b) executes operating instructions associated with mass medium programming, said mass medium programming one of completing and supplementing said mass medium program, and (iii) is adapted to input a subscriber reaction to an offer communicated in said mass medium program, said method comprising the steps of:

(1) receiving an instruct signal at a transmitter station;

(2) delivering said instruct signal to a transmitter at said transmitter station, said instruct signal being effective at said at least one of said plurality of receiver stations to store said operating instructions;

(3) receiving, at said transmitter station, an identifier that designates one of said instruct signal and said subscriber reaction to said offer communicated in said mass medium program;

(4) receiving said at least one control signal at said transmitter station;

(5) delivering said identifier and said at least one control signal to said transmitter at said transmitter station; and

(6) transmitting said instruct signal, said identifier and said at least one control signal from said transmitter station.

69. (New Claim) The method of claim 68, wherein at least one of said at least one control signal and said identifier is embedded in one of a television signal and a signal containing a television program.

70. (New Claim) The method of claim 68, wherein said at least one control signal is effective to output a viewer order for one of a designated product and a designated service, said method further comprising the steps of:

communicating to said transmitter information which is effective at said at least one of said plurality of receiver stations to one of select and assemble specific information to communicate to a remote data collection site; and

transmitting said information to said at least one of said plurality of receiver stations.

71. (New Claim) The method of claim 68, wherein said at least one control signal comprises at least one downloadable processor instruction.

72. (New Claim) The method of claim 68, wherein said mass medium program includes text.